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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	Not Yet Assigned
Filing Date	October 1, 2003
First Named Inventor	Brian Shield
Group Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	W2100/280782

Sheet	1	of	2
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[illegible][illegible]

06/07/2006

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		Application Number	Not Yet Assigned
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Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
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MA		NIELSEN MEDIA RESEARCH: "Directory of ZIP Codes by Local Markets," October 1, 2003, p. 1, <a href="http://www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipsbydma.html">www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipsbydma.html</a>	
MA		GREATDATA.COM: "Nielsen DMA Codes," September 17, 2003, p. 1, <a href="http://www.softwaretools.com/nielsendmacodes.php">www.softwaretools.com/nielsendmacodes.php</a>	
MA		ERIC ROTHENBUHLER: "Market," September 17, 2003, pp.1-2, <a href="http://www.museum.tv/archives/etv/M/html/M/market.htm">www.museum.tv/archives/etv/M/html/M/market.htm</a>	

Examiner Signature	/Mohammad Ali/	Date Considered	06/07/2006
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